

ER 61-1801/a
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8 MAR 1961

✓ *concl*
Mr. W. G. Suter
Manager, College Sales
John Wiley & Sons, Inc.
440 Park Avenue South
New York 16, New York

Dear Mr. Suter:

Thank you for your letter of 10 February and
for sending me a copy of "The Manipulation of
Human Behavior."

This book should make an important contribu-
tion toward dispelling many misconceptions
which the public holds about this important topic.
It is a welcome addition to my library, and I look
forward to studying it carefully.

Sincerely,

Cabell
C. P. Cabell
General, USAF
Deputy Director

O/DDCI: [] mfb 7 Mar 61

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MARKETING DIVISION
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at

February 10, 1961

General C. P. Cabell
Deputy Director, Central Intelligence Agency
2430 East Street, N. W.
Washington 25, D. C.

Dear General Cabell:

Our new book THE MANIPULATION OF HUMAN BEHAVIOR, by Doctor Albert D. Biderman and Herbert Zimer has just been published and a copy is on its way to you with the author's compliments and ours.

We are aware of your interest in this field and feel that this book will prove useful to you. Your comments would be most welcome.

Sincerely yours,

W. G. Suter
Manager, College Sales

WGS:BB